

Marketing Your Business

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Key Marketing Tips

- Obtain Email/Internet Service
- Learn about E-commerce
 - Build your Web Page
 - Call Nelson Ward, NMIPA, Jump Start Program, Cell: 660-1115
- Keep PRO-Net Information Current
- Become Familiar with the following Websites:
 - Los Alamos National Laboratory Small Business Office
<http://sbo.lanl.gov>
 - Sandia National Laboratory Small Business Office
<http://www.sandia.gov/partnerships/SBhome.htm>
 - Kirtland Air Force Base
http://www.kirtland.af.mil/Business_Opportunities/index.htm
 - Honeywell Manufacturing Inc. - Intel Corporation

Key Marketing Tips

- Develop Capability Statement & Business Cards
(Important for E-commerce & Trade Shows)

- Contact Information
- *Socioeconomic Status
- *NAICS Codes
- Type of Work

- Need to be Specific: Ex. Not just Computers

*Important for both Local, State, & Federal Contracts

Key Marketing Tips

- Join Associations - Networking & Knowledge
 - Business Development
 - Economic Development
 - Chambers of Commerce
 - Professional Organizations
- Certifications

Key Marketing Tips

- Follow-up on Leads & Contacts
- Know Your Competition
- Emphasize Capabilities, not Business Classification
- Diversify your Customer Base – LANL should not be your only Government Customer
- Do the Research
- Propose Solutions to Problems
- Know Your Customer
 - Production vs. Research and Development
- Know the Application
 - Quality Assurance Plan
 - Experimental

Build Relationships - Network

Elements of Basic Procurement & Invoicing Procedures

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Standard Business Telephone Etiquette

First impressions are extremely important. Often, that first impression is made over the telephone. Proper Telephone technique involves common sense

Basic requirements:

- All incoming calls should be answered in a timely manner.
- Always state the Business Name and Your First Name when you answer.
- When a person is put on hold, be sure to check back with them as soon as possible.
- Speak clearly and slowly. Never say you don't know. Let the party know you will find the answer and respond as soon as possible. Be positive.
- When taking messages, get all pertinent information: “Who, Why, What, When”, speak clearly and with confidence.
- Have a real person answer the phone (limit voicemail)
- If possible, assign one individual to answer all sales calls.
- Always remember to handle yourself in a professional, business-like manner
- Install multiple lines



Awarding Purchase Orders

- Purchase Orders and Contracts are between the UC and the Subcontractor
- To be valid, it must be placed by a Laboratory Buyer - not the Requester

LANL acquisition needs Commercial Products and Services

- Construction and Engineering
- Research and Development
- Professional Services
- Manufacturing

Guidelines and Approaches

LANL Must Ensure Competition

LANL Must Procure Effectively

LANL and Subcontractor must maintain professional and ethical standards

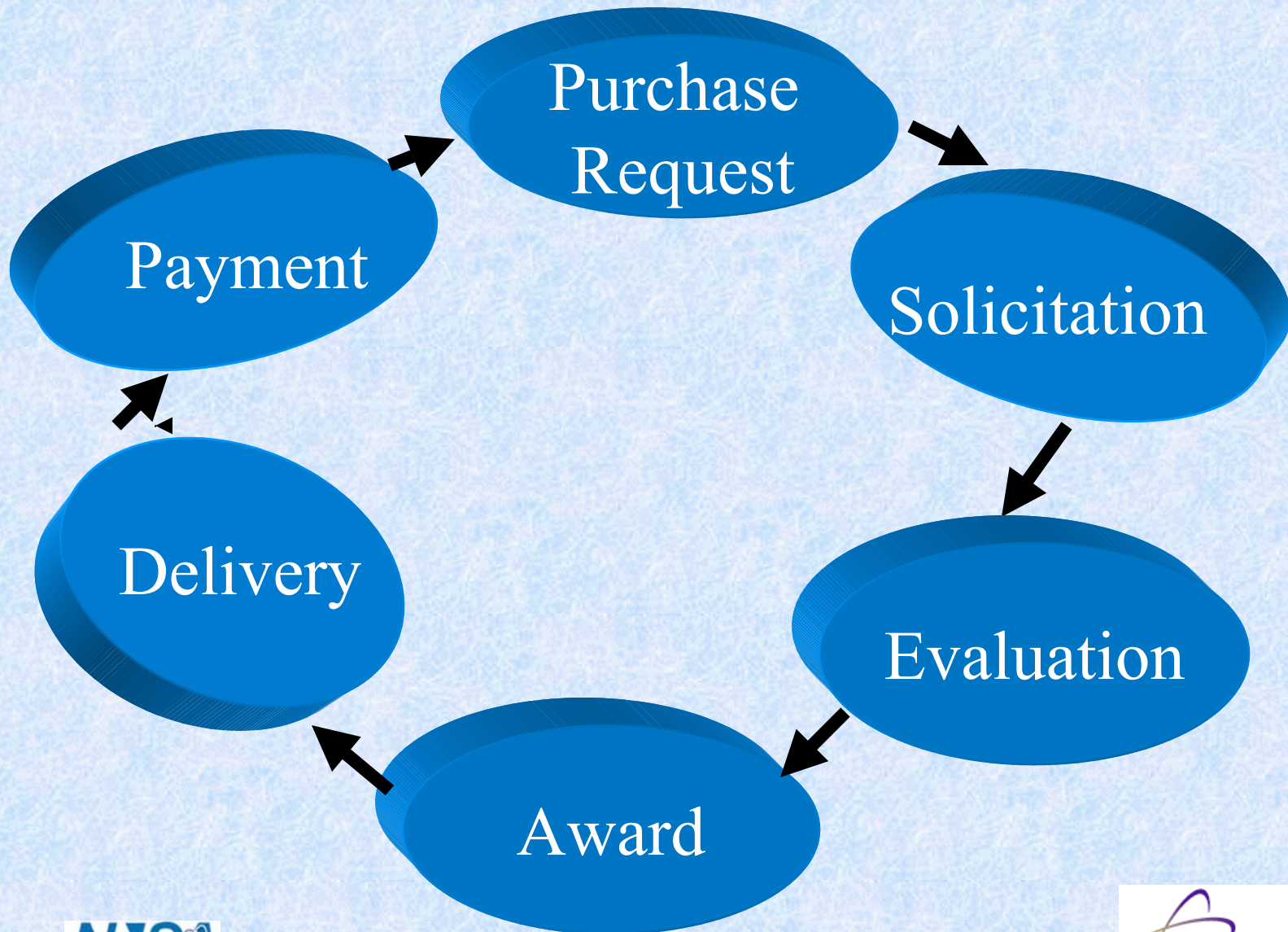
Just-in-Time

Local Vendor Agreements/ Purchase Cards

Purchase Orders



Procurement Cycle



An Invoice must have:

- Your Company's Name, Address, and Phone Number
- Your Company's "Remit to" Address
- The Purchase Order Number
- An Invoice Number – must be unique and in sequence
- Invoice must be legible – Print should be big enough
- Mail Invoice to Only Accounting
- 8 ½ by 11 on white paper preferred; readable print
- Incorrect Math; match invoice to



The Invoice Process for Material

- A Purchase Order/Subcontract is awarded to the Supplier
- The Item is shipped and received at the Laboratory Receiving Department
- The Supplier invoices the Laboratory's Accounting Department
- Receiving Department issues a Receiving Report
- Receiving Report is sent to Account's Payable
- Invoice is paid against the Receiving Report

This process is relatively easy

The Invoice Process for Services

- A Purchase Order/Subcontract is awarded to the Supplier
- The Services are performed
- The Supplier invoices to the Laboratory's Accounting Department
- Invoice is sent electronically to the requester or the buyer or both for approval
- Invoice is paid when it is approved

This Process is hard

BUS-1 Accounts Payable's Addresses

Email Invoices to invoices@lanl.gov

Fax invoices to 505/665-8357

Mail Invoices to:

Los Alamos National Laboratory

Attn: Accounts Payable

P. O. Box 990, MS P240

Handcarry Invoices to:

TRK Building, 195 East Road, Suite 103

Los Alamos, NM

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